LEO BURNETT U.S.A.
AD# BCK180-C4 REQ# M19836 "THERE'S MORE/TUBES" PG 4/C BLD (8-3/4 X 11-1/2) NATIONAL MAGAZINES, 1990

THERE'S MORE THAN ONE WAY TO MAKE A BUCK

Full rich flavor, not full price.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Mfr. suggested retail price.

Kings Lights: 11 mg "tar," 0.7 mg nicotine—Kings: 14 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/ffhx0001